



TOM KNIPE

**TOMPKINS COUNTY PLANNING AND SUSTAINABILITY DEPARTMENT
TOMPKINS COUNTY TOURISM PROGRAM**

Tompkins County Tourism Program Spring 2018 Tourism Grant Workshop

January 16th, 2018

Outline

Welcome and Introductions

Our Local Tourism Industry

Tompkins County Approach:
Community-based Tourism
Development

Where Does the Room Tax Go?

Programs in Tompkins County

Grant Programs

Other Programs

Apricot – Online Grant System

Q&A

“Tourism is about visiting places that are different, unusual, and unique. If everyplace was just like everyplace else, there would be no reason to go anyplace.”

- Ed McMahon, Urban Land Institute



Tompkins County Tourism Industry

+/- 900,000 visitors

\$195 million in visitor
spending

Visitor Spending Growth
2013-2015:

NY State **6.4%**

Finger Lakes **3.8%**

Tompkins Co. **10.1%**

Traveler Spending Year-Over-Year Comparison

Traveler Spend '000s	2013	2014	2015	2015 / 2014 %
Cayuga	\$ 94,977	\$ 100,952	\$ 97,927	-3.0%
Chemung	\$ 96,128	\$ 97,693	\$ 93,702	-4.1%
Cortland	\$ 69,889	\$ 70,218	\$ 70,896	1.0%
Livingston	\$ 46,209	\$ 47,796	\$ 48,608	1.7%
Monroe	\$ 991,193	\$ 1,001,985	\$ 1,005,205	0.3%
Onondaga	\$ 808,297	\$ 863,244	\$ 854,735	-1.0%
Ontario	\$ 194,233	\$ 203,082	\$ 201,379	-0.8%
Schuyler	\$ 34,489	\$ 33,784	\$ 37,546	11.1%
Seneca	\$ 48,030	\$ 48,768	\$ 49,120	0.7%
Steuben	\$ 120,520	\$ 130,149	\$ 128,887	-1.0%
Tioga	\$ 31,988	\$ 30,059	\$ 29,149	-3.0%
Tompkins	\$ 177,432	\$ 190,921	\$ 195,406	2.3%
Wayne	\$ 35,741	\$ 37,917	\$ 40,785	7.6%
Yates	\$ 61,177	\$ 62,523	\$ 65,818	5.3%
TOTAL	\$ 2,810,302	\$ 2,919,091	\$ 2,919,162	0.0%

Tourism Impact

Tompkins County:

\$14.5 Million in Local
Taxes in 2015

\$101 Million in
Labor income

4.1% of Local Income
(2.5% direct)

3,558 jobs (2,488
direct)

7.1% of jobs (5.0%
direct)

Finger Lakes, total tourism impact

Total Tourism Impact, 2015	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Cayuga	\$97,927	\$45,677	1,773	\$6,669	\$5,431
Chemung	\$93,702	\$47,949	1,940	\$6,179	\$5,196
Cortland	\$70,896	\$34,137	2,073	\$4,518	\$3,932
Livingston	\$48,608	\$25,151	1,194	\$3,043	\$2,696
Monroe	\$1,005,205	\$536,792	19,851	\$76,170	\$55,745
Onondaga	\$854,735	\$400,344	17,513	\$64,299	\$47,401
Ontario	\$201,379	\$101,824	4,865	\$13,734	\$11,168
Schuyler	\$37,546	\$15,294	580	\$2,890	\$2,082
Seneca	\$49,120	\$24,341	994	\$3,512	\$2,724
Steuben	\$128,887	\$57,930	2,256	\$9,022	\$7,148
Tioga	\$29,149	\$13,251	809	\$2,076	\$1,616
Tompkins	\$195,406	\$101,929	3,558	\$14,548	\$10,837
Wayne	\$40,785	\$18,498	1,019	\$2,441	\$2,262
Yates	\$65,818	\$26,685	866	\$4,818	\$3,650
TOTAL	\$2,919,162	\$1,449,801	59,293	\$213,919	\$161,887

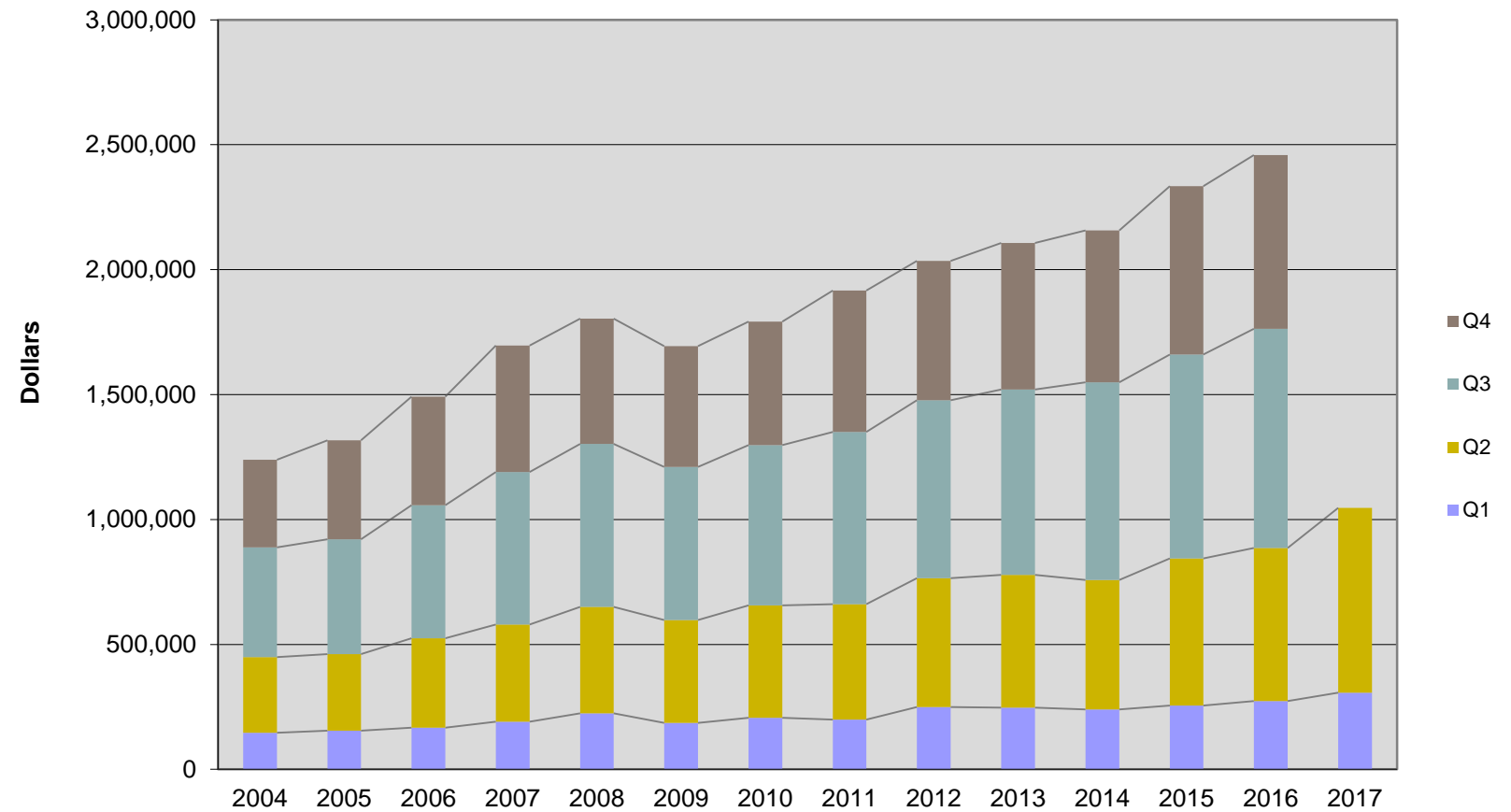
\$659 per household tax benefit

Room Tax History Tompkins County

STPB – oversight and strategic
direction

Revenues projected to top
\$2.7 million in 2018

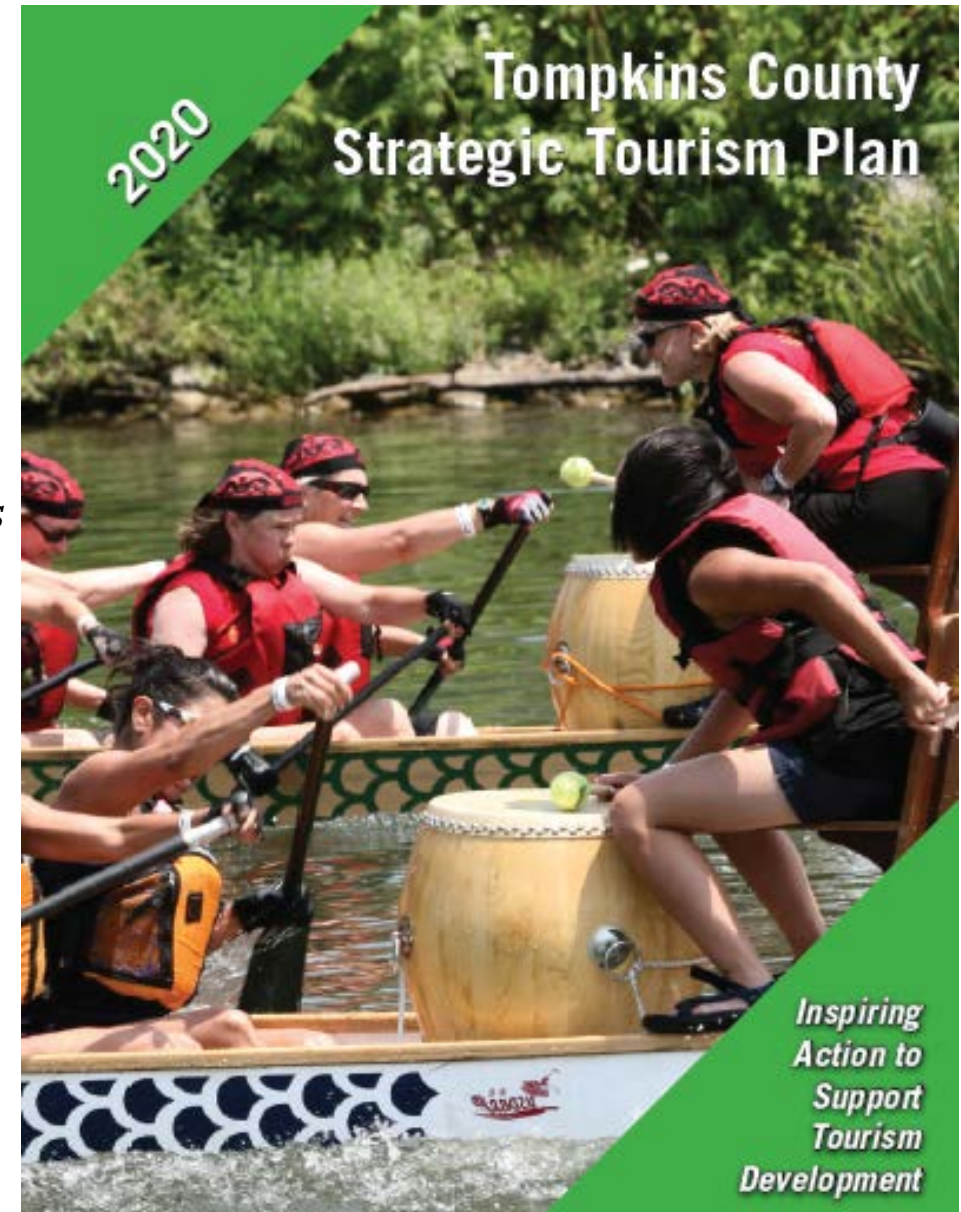
Tompkins County Hotel Room Occupancy Tax Revenues By Quarter 2004-2017



Community-based Tourism Development

Tompkins County 2020
Strategic Tourism Plan:

“The plan creates a basis for future action and investment in a community-based model of tourism development in which our attraction as a destination is the combination of unique experiences and offerings that also makes Tompkins County a great place to live, work, go to school, retire, and grow a business.”



**Provide memorable
experiences**

**and legendary service
that will educate, delight and
relax visitors, compel them to
tell others, and motivate
repeat visits.**

**Create demand
through excellent marketing
of appropriate tourism sites
and services, and cultural
and recreational assets in
Tompkins County.**

**Present this unique place
by building on the special char-
acteristics of its people, culture,
history, geography, environment,
economic activity, and
institutions.**

**Improve and never harm
the quality of life for local
residents, businesses, and
institutions. Tourism programs
should enrich the lives of all
who live here.**

**Improve economic climate
through a vibrant tourism pro-
gram that builds jobs, raises tax
revenues, and helps make our
county a great place to live,
work, and invest.**

**Encourage development
of strong programs
and facilities to serve as the
tourism "infrastructure" upon
which future projects can be
developed.**

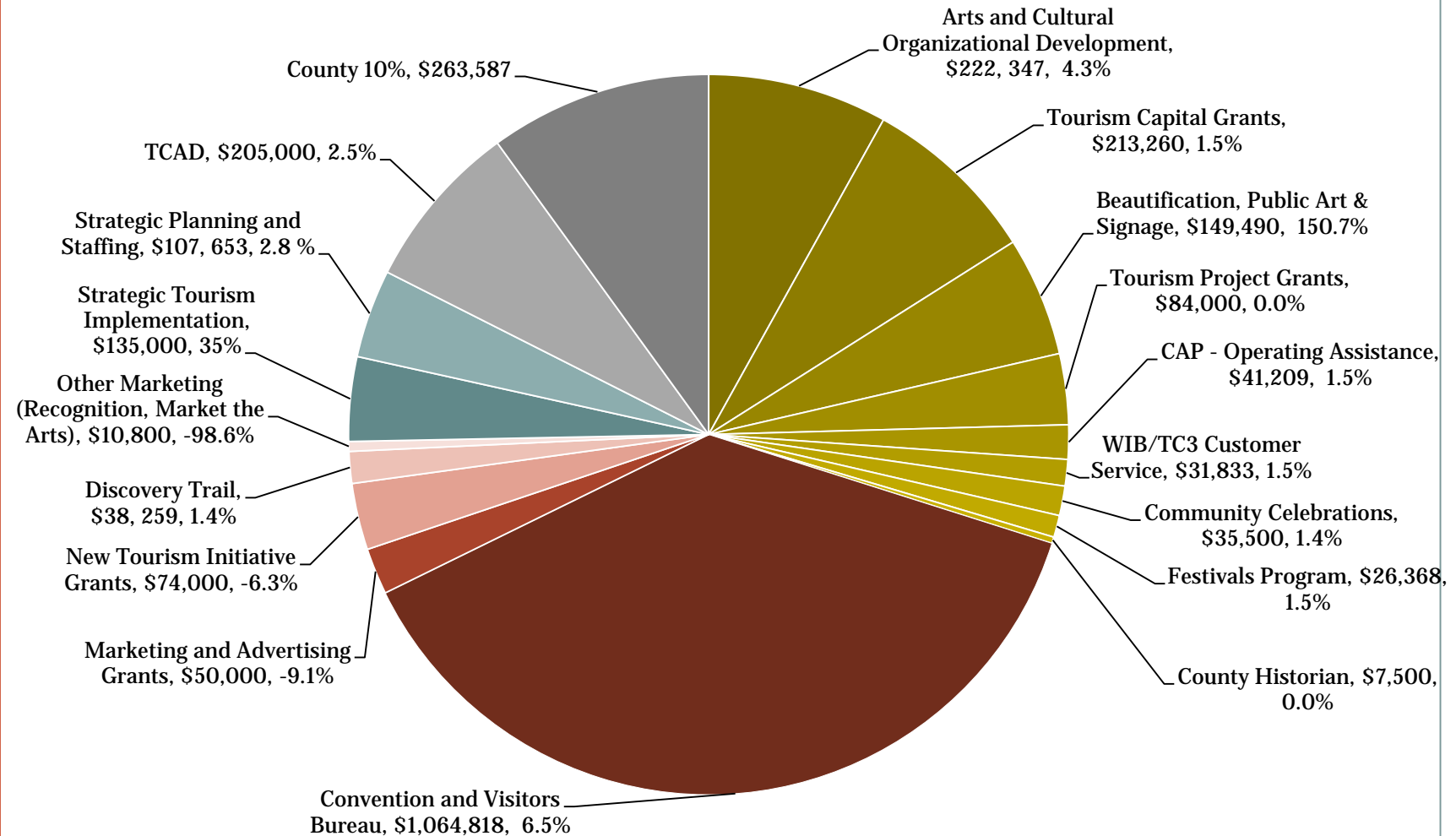
Tompkins County Tourism Aims

Tompkins County Tourism Program Budget

60/40 marketing vs. product
development split

Strategic Planning and
Staffing

2018 Tompkins County Hotel Room Occupancy Tax Adopted Budget \$2,772,485 in Expenses (\$2,754,484 Revenues + \$18,001 Reserves)

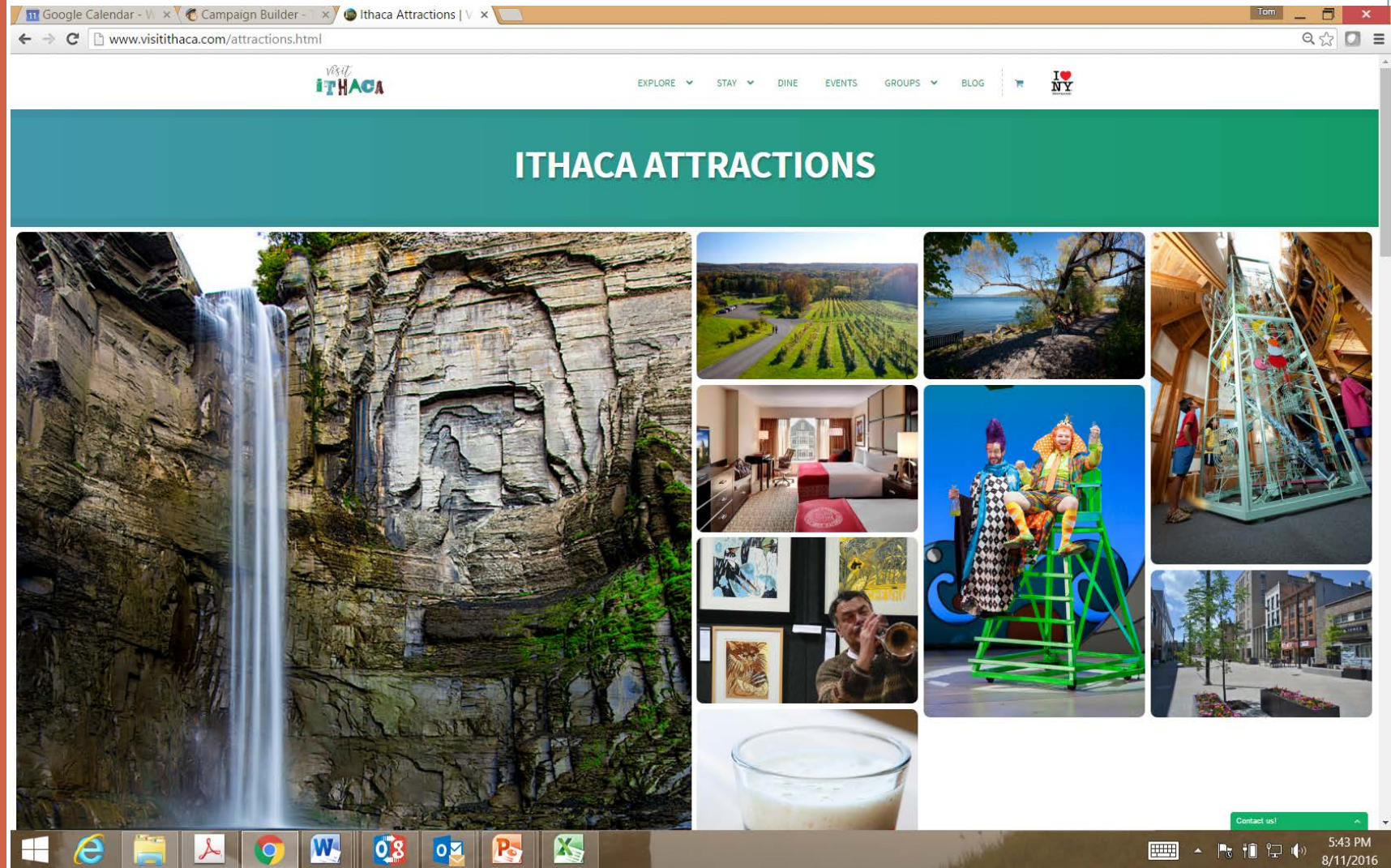


CVB

Visitor Services

Marketing

Group Sales



Arts & Culture Organizational Development

Strengthening and growing capacity of established museums and performing arts organizations

Partnership between tourism and the arts

Average annual award is about \$23,000 a year.

Cayuga Chamber Orchestra

PRI - Cayuga Nature Center & Museum of the Earth

Hangar Theatre

History Center

Kitchen Theatre

Museum of the Earth

Sciencenter

State Theatre

CSMA

Cinemapolis

Ithaca Shakespeare



Tourism Capital Grants

Feasibility studies and capital support.

\$1.7 million invested in 13 years, leveraging 10x in additional investments in improving attractions and community assets.



Other Tourism Grants

Tourism Project Grants

New Tourism Initiative Grants

Tourism Marketing and Advertising Grants

Community Celebrations Grants



ROI for Typical Tourism Grants



Grant	Tourism Grant Award	Attendees	Non-resident Attendees	Grant Expense per Attendee	Grant Expense per Non-resident Attendee*	Non-resident Per Trip Spending Multiplier	Spending by Non-residents	ROI: Visitor spending generated per grant dollar
Example Event A	\$2,250	780	234	\$2.88	\$9.62	\$185	\$43,290	\$19.24
Example Event B	\$5,750	1800	540	\$3.19	\$10.65	\$185	\$99,900	\$17.37
Example Festival A	\$13,000	4,000	1240	\$3.25	\$10.48	\$185	\$229,400	\$17.65
Example Festival B	\$12,000	4000	1200	\$3.00	\$10.00	\$185	\$222,000	\$18.50

Source: Drawn from recent tourism grant reports

Soft ROI



Tourism “Infrastructure” vs. Events/One-time Investments



**Harder to
measure...**

- Impacts are more diffuse
- Benefits accrue over time

**But not
less
important!**

- Strategic Tourism Plan implementation
- PLACE is our primary draw – the mix of attractions and amenities

Community Celebrations



Streets Alive!

ITHACA

Make your streets come alive.



Sunday Sept 20th 1-5pm

Southside: Plain, Clinton and Wood St. Open to People, Closed to Cars

TOMPKINS COUNTY VETERANS DAY PARADE

HELP US SAY
"THANK YOU VETERANS"

SUNDAY, NOVEMBER 9TH
 Cayuga & West State Street - 2:00pm

Parade runs from corner of North Titus & Cayuga, down Cayuga Street, turning onto W State and ending at VFW. REFRESHMENTS TO FOLLOW AT VFW POST 961.

TOMPKINS COUNTY VETERANS DAY CEREMONY

TUESDAY, NOVEMBER 11TH
 Dewitt Park - 11:00am

★ ★ ★

Organized by the Tompkins County Veterans Day Committee.
 Event made possible by your donations.
THANK YOU!
 Sponsored in part by the Tompkins County Tourism Program

- 35 Celebrations supported annually
- \$1,000 average award
- \$35,500 available in 2018



Tourism Project Grants and New Tourism Initiative Grants

2018 Funds Available:

\$84,000 – Tourism Project
Grants

\$74,000 – New Tourism
Initiatives

Administrator:

Tom Knipe, Tompkins County Tourism Program

- Events / projects which generate out-of-town visits and overnight stays
- Can be, but doesn't have to be, for an event
- \$1,000 - \$25,000, 2/3 match required
- 3 or fewer years old = New Tourism Initiative;
More than 3 years old = Tourism Project
- Winter and mid-week activities encouraged



Tourism Marketing & Advertising Grants

2018 Funds Available

\$50,000 – Tourism
Marketing and
Advertising

Technical Marketing Support:

Peggy Coleman, CVB, peggy@visitithaca.com

Administrator:

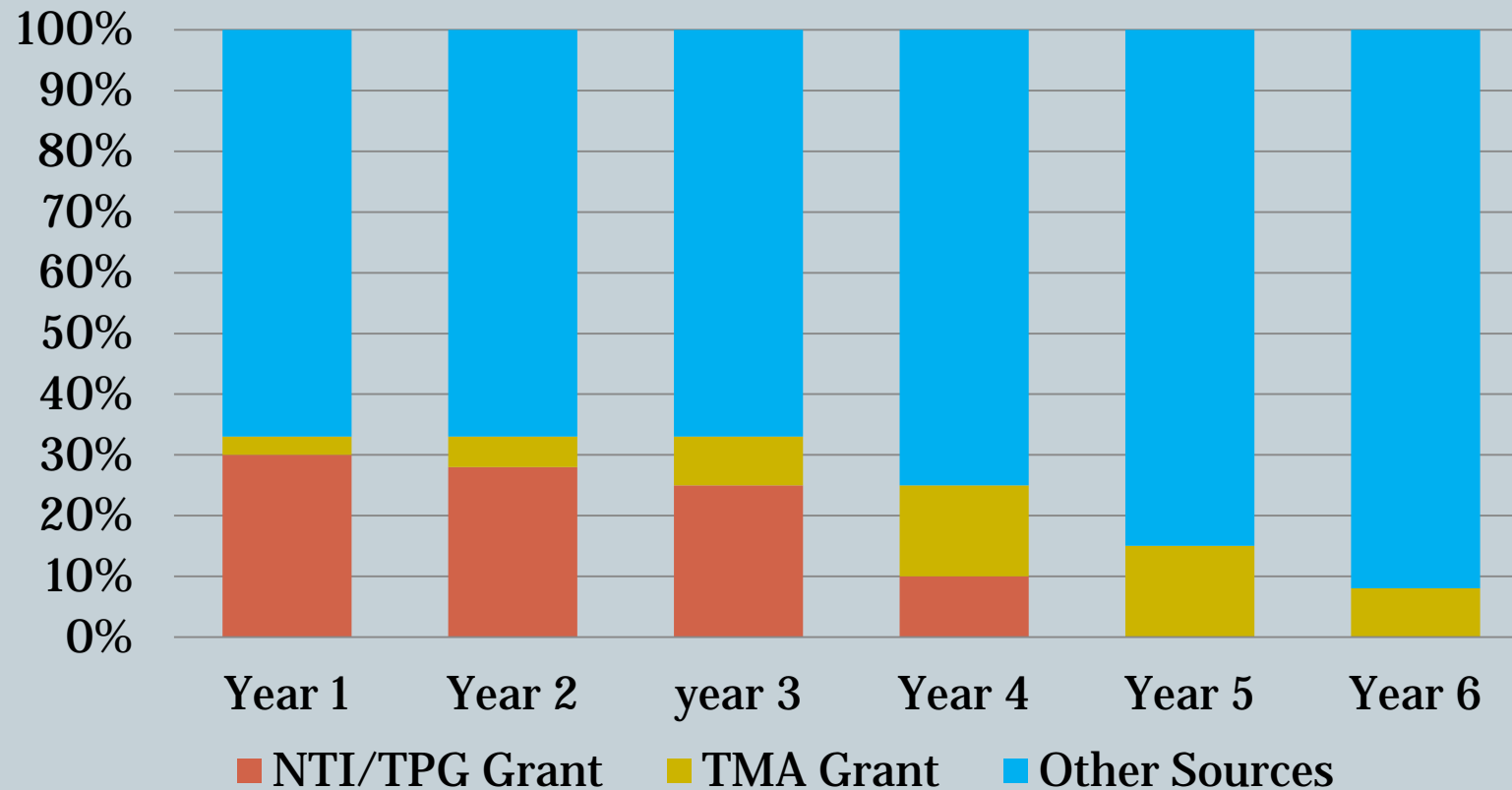
Tom Knipe, Tompkins County Tourism Program

- Marketing and advertising support to generate out-of-county visits and overnight stays
- Message and delivery consistent with CVB strategy
- \$1,000 - \$5,000, 50/50 cash match
- Winter and mid-week activities encouraged

Evaluation: Financial Sustainability



Proposed Ideal Portion of Tourism Grant Funds Over Time



**If you build it, will
they come?**

It may have worked for Ray
Kinsella in Field of Dreams, but
we want to see your...

Marketing Plan



TOMPKINS FESTIVALS

A Resource for
Tompkins County
Event Planners



<http://tompkinsfestivals.com/>

“The Tompkins Festivals program is designed to assist tourism generating events in Tompkins County, New York, by providing technical assistance, equipment, and access to common information, so that events can thrive in the community.”

2018 Event Planners Workshops

- Beginner Track: Wednesday, March 7th, 9am-3pm
- Advanced Track: Wednesday March 28th, 9am-3pm

Application Timeline



- Spring 2018 Schedule
 - Applications due 11am **Monday, March 19th**
 - Review by grant committee, STPB, Legislative Committee
 - Formal decision by Legislature in May
- ACOD and Tourism Capital Grant programs have different timelines
- Applications online: www.tompkinscountyny.gov/tourism
- **Apricot** application platform in partnership with United Way

Tips for Navigating Apricot



- Tips with screen shots are available – www.tompkinscountyny.gov/tourism
- Apricot is not compatible with Internet Explorer; use Chrome, Safari, or Firefox.
- Each agency should only have one Apricot account.
- Save often! Apricot does not automatically save your work.
- Upon logging into Apricot, you will be on your “home screen.” You can always get back to this page by selecting “My Apricot” in the top left-hand corner of your screen.
- Your username is your email. If you forgot your password, select the “Forgot Your Password” link to receive an email to reset your password.
- Technical Assistance also provided by United Way: Kelsey Rossbach at 607-272-6286 or krossbach@uwtc.org

Hospitality Workforce Development

51 ServSafe credentials

25 Metrix/Prove It Licenses

263 individuals attended
workshops

75 graduates from Hospitality
STAR sessions

52 positions posted
(recruitment/hires)

14 Human Resource
consultation sessions



Partners: CVB, DIA, TC3, WFNy, Chamber, City of Ithaca HETP Program,
local hotels, restaurants and tourism businesses

Beautification Program and Rural Beautification Grants

Downtown Plantings

Rural Beautification Grants

Downtown Ambassadors

Contact for Rural Beautification Grants: Chrys Gardener, Beautification Program/CCETC, cab69@cornell.edu

Public beautification projects in Tompkins County (outside the City of Ithaca), by or with a municipality

Gardens, plantings, signage, landscaping

Typically \$2,000 or less, 50/50 match, rolling grant cycle



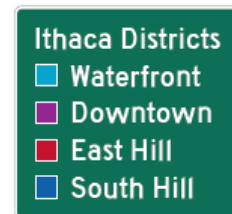
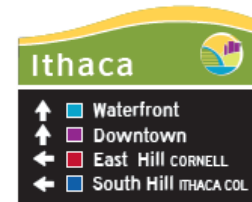
Signage

Tompkins County Wayfinding and Interpretive Signage Plan

Back of Sign



Front of Sign



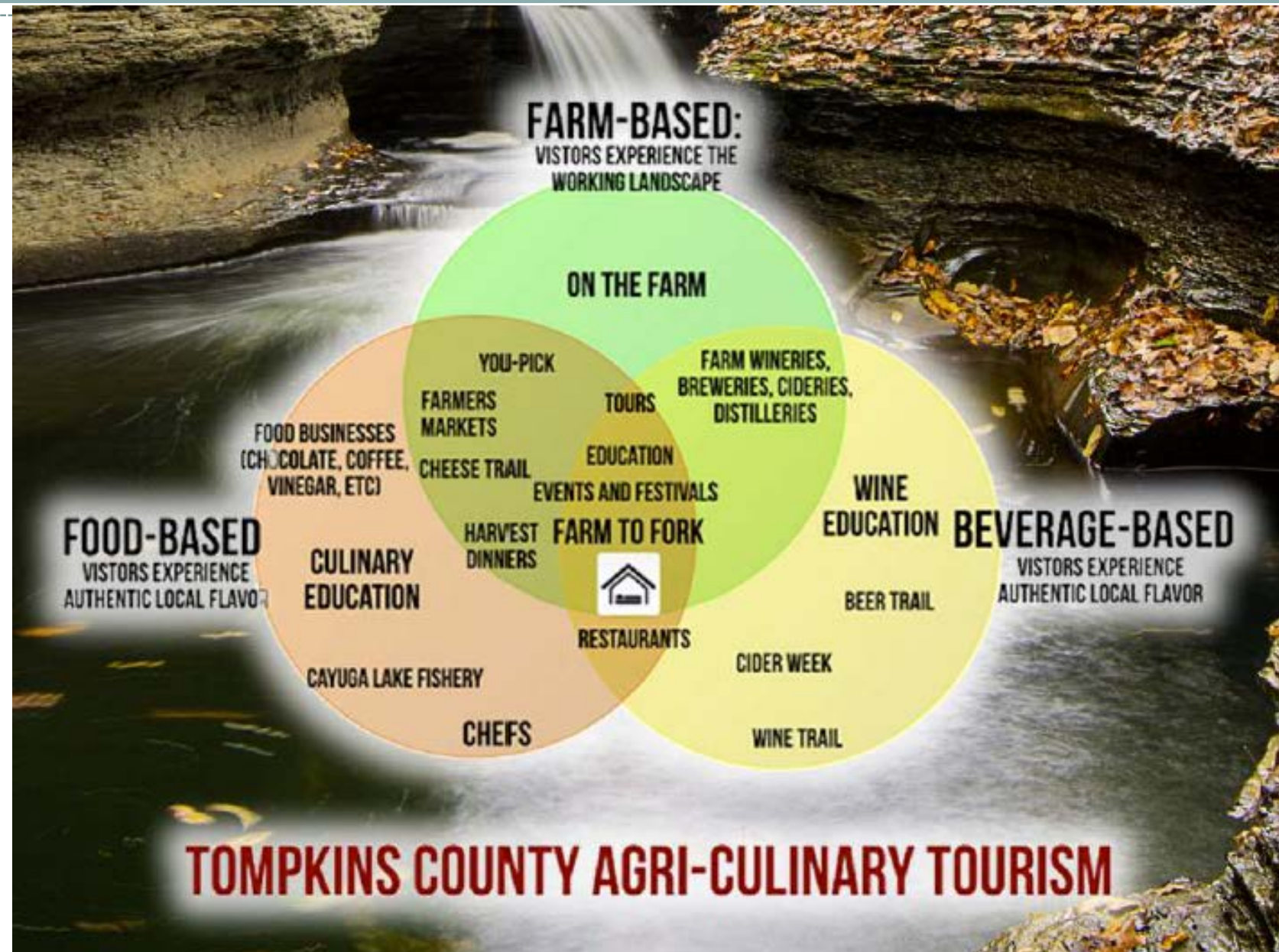
Strategic Planning

Agriculinary Tourism

Heritage Tourism

Tourism and Higher Education

Outdoor Recreation

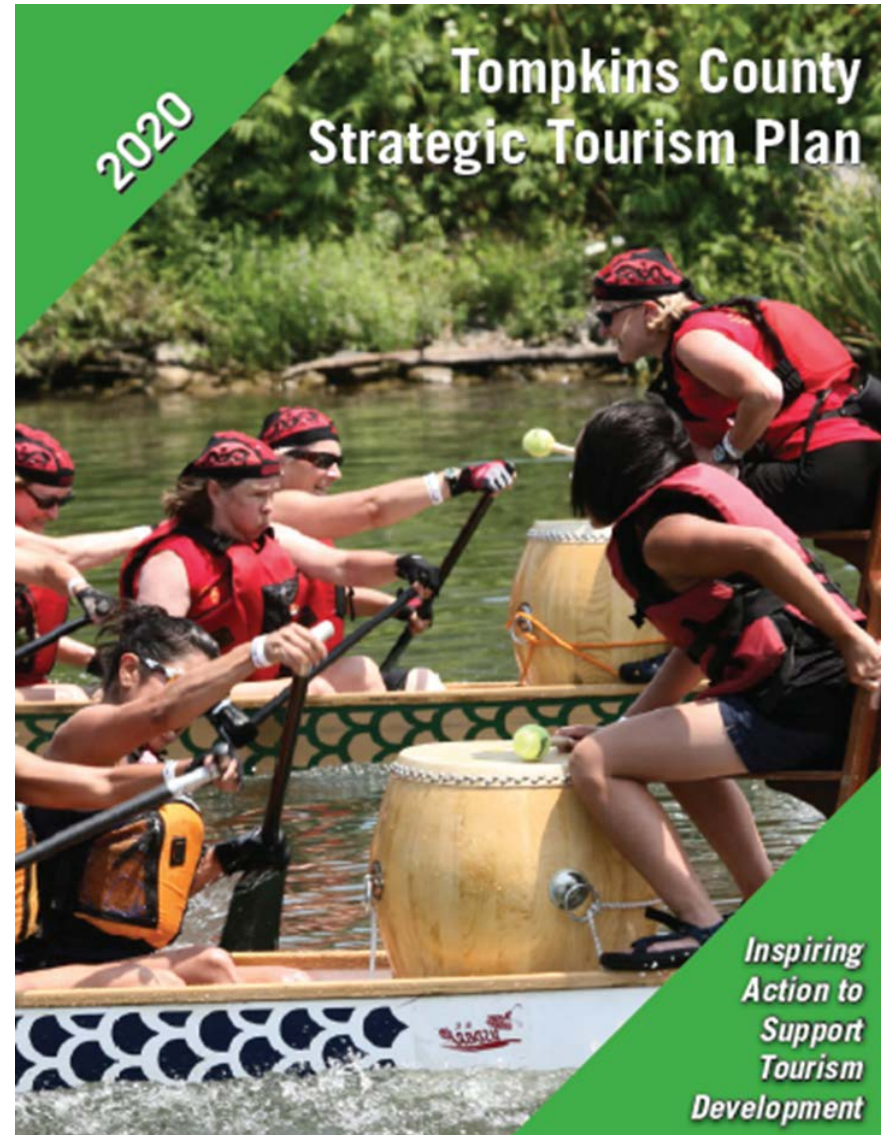


Strategic Tourism Implementation Funds

Flexible funding to implement
the 2020 Strategic Tourism Plan

\$135,000 in 2018

Also seeking outside grant
funding for strategic initiatives



It is working!

6% average
annual room tax
growth for the past
decade



Project No. 1165, September 15, 2014
Proposed Hotel
Ithaca, NY

PERSPECTIVE VIEW FROM
SENECA WAY

Group One Partners, Incorporated
1111 Seneca Way
Ithaca, NY 14850
607.255.1111
www.grouponepartners.com

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TOMPKINS COUNTY TOURISM PROGRAM
TKNIPE@TOMPKINS-CO.ORG

GRANT GUIDELINES AND APPLICATIONS
WWW.TOMPKINSCOUNTYNY.GOV/TOURISM

Tompkins County Tourism Program: Spring 2018 Tourism Grant Workshop

Contacts



Tom Knipe, Tompkins County Planning and Sustainability Department/Tourism Program, tknipe@tompkins-co.org, 607-274-5560

Peggy Coleman, Ithaca/Tompkins County Convention and Visitors Bureau, peggy@visitithaca.com, 607-272-1313

Martha Armstrong, Tompkins County Area Development, Martha Armstrong marthaa@tcad.org, 607-273-0005

John Spence, Community Arts Partnership , director@artspartner.org, 607-273-5072 x19

Carol Kammen, Tompkins County Historian , ckk6@cornell.edu, 607-273-5298

Chrys Gardener, Beautification Program/Cornell Cooperative Extension cab69@cornell.edu , 607-272-2292 x123

Allison Graffin, Festivals Program/Downtown Ithaca Alliance allison@downtownithaca.com, 607-277-8679